

# How much to spread on your slice of bread? Suggested portion size and the type of bread spread affecting children's consumption



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# Introduction



# Serving sizes



Livingstone & Pourshahidi, 2014; Small, Heather, Vaughan,  
Melnik & Mcburnett, 2013; Zlatevska, Dubelaar & Holden, 2012



## External cues in environment

(Cohen & Farley, 2008; Robinson, Thomas & Higgs, 2014; Wansink, 2010)

## Larger consumption norms

(Harris, Brownell & Bargh, 2009)

# On-pack portion cues



# Commonly used technique:

On-pack pictures of portion sizes



Previous research: larger image-sizes on cereal packaging (Neyens, Aerts & Smits, 2015)



# Stimuli

Nutella: 549 kcal, 56,8 g. sugar and 31.6 g. fat per 100 gram.

Philadelphia: 152 kcal, 5,1 g. sugar and 11 g. fat per 100 gram.



# Methods

## Participants:

24 children with an age between 4 and 6

## Design:

2 (suggested portion size) x 2 (type of bread spread) **within-subjects factors**  
x 2 (order) **between-subjects factor**

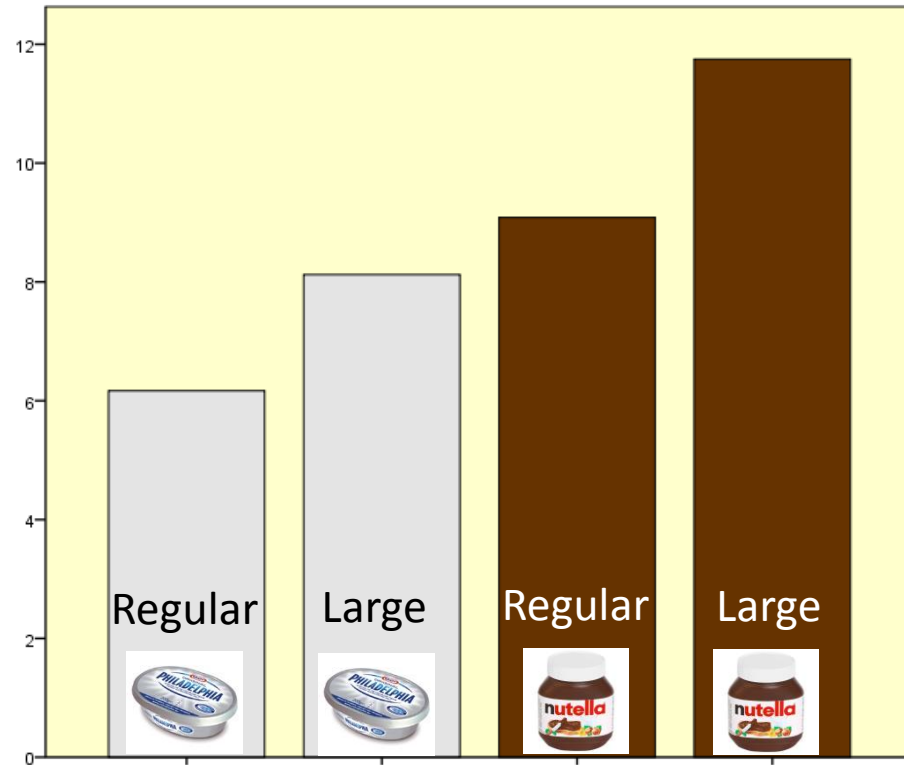
## Dependent Measure:

Amount consumed on slice(s) of bread  
→ Measurement before and after breakfast



# Results

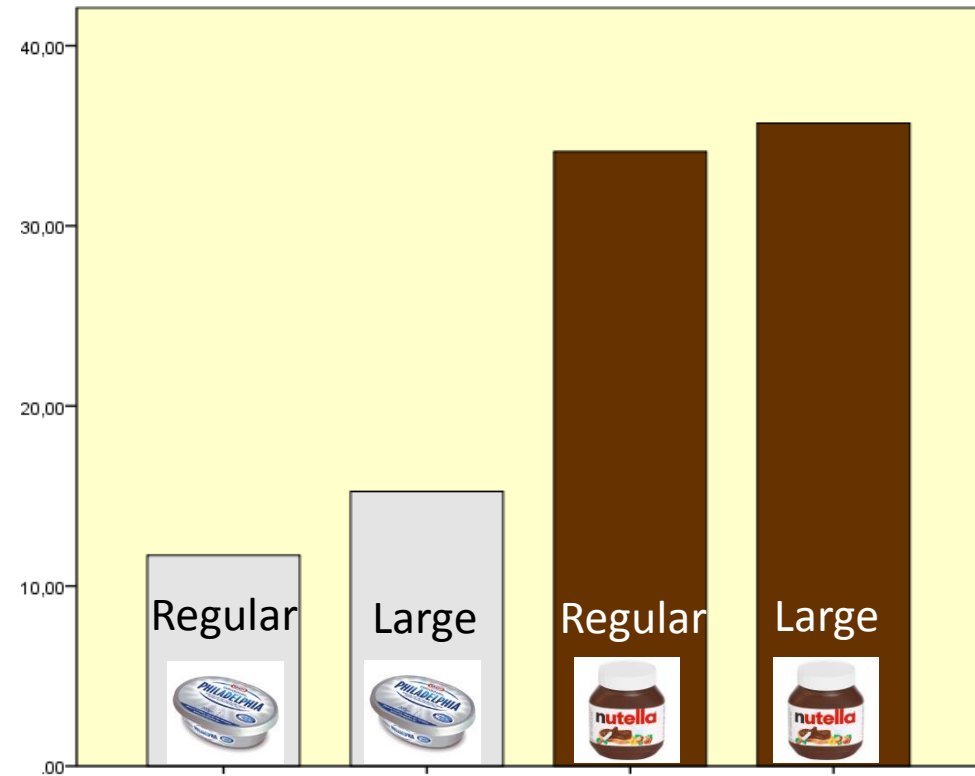
## Amount consumed on the first slice



Portion size:  $F(1,23) = 8.101$  ,  $p = 0.009$

Type of spread:  $F(1,23) = 8.271$ ,  $p = 0.009$

## Amount consumed on all slices



Portion size:  $F(1,23) = .743$  ,  $p = 0.398$

Type of spread:  $F(1,23) = 19.377$ ,  $p = 0.000$



# Results

- Main effect of liking of cheese spread
  - $F(2,21) = 3.911, p = 0.036$ , for first slice
  - $F(2,21) = 6.196, p = 0.008$ , for total all slices
- No main effect of BMI and hunger
- No significant interaction effects when controlling for these variables

# Conclusion

First study to examine:

- influence of subtle size manipulations but only on the first slice of bread
- influence of type of spread: children eat more of choco spread, the less – nutritious food



# Discussion

This study...

- draws attention to children's health

- underlines effects of subtle marketing

- encourages policymakers to set up a better regulation
- informs parents, teachers and guardians



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